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RJ Reynolds
Tobacco Company

PO BOX 1515
WINSTON-SALEM, NC 27102-1515

FAX TRANSMISSION COVER SHEET

DATE:	June 10, 1998
TO:	Mark Young Charlie DiBenedetto FAX # 732/417-9076
FROM:	Mark LaBrecque FAX # 336/741-2300
INSTRUCTIONS:	Mark and Charlie, This is the latest summary on the New York OOH restriction. Note the 11/10 compliance date. This is a different retail interpretation versus previous bill details. I am checking to see if the bill has changed or not. I'll let you know what I find out. Thanks, Mark
PAGES TO *FOLLOW*:	2

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Source: https://www.industrydocuments.ucsf.edu/docs/ngvy0000

R.J. REYNOLDS OOH RESTRICTION ALERT

Alert Date: **March 12, 1998**
Revised March 31, 1998
Revised June 4, 1998

Effective Date: July 15, 1998
Compliance Date: November 10, 1998

Restriction Geography: New York City

Restriction Details

Prohibits tobacco advertisements in any publicly visible location on or within 1,000 feet of any school building, playground, child day care center, youth center or amusement arcade.

Prohibits tobacco advertisements in the interior of a building that is within 1,000' of any school building, playground, child day care center, amusement arcade or youth center when the advertisement is within 5' of any exterior window or any door used by the public. However, advertisements may be placed in the interior of the buildings if they are parallel to the street and face inward or if they are affixed to a wall that is perpendicular to the street.

Does not apply to:

- any tobacco advertisement on a motor vehicle
- an awning projecting from the outside wall of a commercial establishment where tobacco products are sold if it was erected prior to 7/1/97 under a permit issued by the department of buildings. This awning may be maintained until 2 years from the effective date of the law.

Definitions

"Amusement Arcade" - Enclosed business establishment, open to the public, whose primary purpose is the operation of coin-operated amusement devices

"Child Day Care Center" - Any child care arrangement, public, private or parachial child care center, school-age child care program, day nursery school, kindergarten, play school or other similar school or service licensed by the city or state.

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Does Not Include child day care centers located in private residences and multiple dwelling units.

(NY City cont.)

"Playground" - Outdoor premises or grounds owned or operated by the board of education, department of parks and recreation, any public, private or parachial school, child day care center or youth center which contains any device used by persons under 18 for recreational or athletic purposes, including play equipment, baseball diamond, athletic field or basketball court.

"School Building"- Any building or structure owned, occupied by, or under custody or control of any public, private or parochial institution and used for the primary purpose of providing educational instruction to students at or below the 12th grade.

"Youth Center" - any building occupied for the primary purpose of operating a trade school (including after-school, vocational, remedial, tutorial, educational assistance programs) or an indoor recreational center (including recreational, cultural, physical fitness or sports programs) for persons under 18.

"Publicly Visible Location" - outdoor location visible to the public including, but not limited to outdoor billboards, roofs and sides of buildings, water towers and free-standing signboards and doors or windows visible to the public from the outside at a distance of 2 feet.

NOTE: Compliance date has been delayed until November 10, 1998 per Court Order.

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